UNITED STATES TOBACCO COMPANY
630 Fifth Avenue, Rockefeller Center, New York 20, N.Y.

J. WHITNEY PETERSON
PRESIDENT

June 10, 1957

Dear Doctor:

Possibly now more than ever, you of the medical profession have more than a casual interest in cigarette smoking. Therefore we, the manufacturers of filter tip King Sano cigarettes, think you will find the attached report regarding the latest compilations of nicotine and tar content in leading filter cigarettes of interest. The figures used in this analysis are from a continuing study conducted by Stillwell & Gladding, Inc., Independent Analytical Chemists.

A study of this report and preceding reports indicates that many cigarette brands, in an effort to provide a stronger flavored smoke, have reduced the effectiveness of the filter. Consequently, the nicotine and tar content in the smoke of many of the leading filtered cigarettes has increased rather than decreased.

We of United States Tobacco Company have produced in the past and will continue to produce King Sano cigarettes to give a mild satisfying smoke that contains the lowest practical amount of nicotine and tar. Therefore, you may wish to bring King Sano to the attention of those patients who enjoy smoking but who should reduce their intake of nicotine and tar.

It may interest you further to know that regular Sano Cigarettes, Sano Pipe Tobacco and Sano All Havana Cigars are also made from tobaccos reduced in nicotine and tar.

Sincerely,

J. W. Peterson

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Source: https://www.industrydocuments.ucsf.edu/docs/nxbl0000